

North Long Beach Design Guidelines



**October 2004
Amended July 25, 2005**



City of Long Beach Redevelopment Agency



*Prepared by Patricia Smith, ASLA, AICP
323 665 1940
patlsmith@pacbell.net*

Incorporating guidelines and policies from:

North Long Beach Strategic Guide - EIP Associates

Bixby Knolls Design Guidelines - The Arroyo Group

Long Beach Work Force Housing Master Plan - Moule & Polyzoides □ □

North Long Beach Street Enhancement Master Plan - Willdan and Patricia Smith, ASLA, AICP

and design ideas and examples from:

Good Neighbors: Housing that Supports Stable Communities - Los Angeles Housing Department

Facade improvements - Studio One Eleven

Special thanks to the North Long Beach Project Area Committee and North Long Beach Strategic Guide Steering Committee for their participation.

TABLE OF CONTENTS

I. INTRODUCTION..... I

- A. Purpose of the Design Guidelines
- B. Portions of the North Long Beach Redevelopment Project Area to which the Design Guidelines Apply
- C. Relationship to the Strategic Guide
- D. Relationship to Master Plan
- E. Community Input Process
- F. Applicability of Guidelines to Historic Resources
- G. Organization of the North Long Beach Design Guidelines

II. COMMERCIAL DEVELOPMENT GUIDELINES..... 9

- A. Overview
- B. Commercial Site Planning
- C. Commercial Building Design
- D. Commercial Landscape Design
- E. Application of the Guidelines to Pedestrian-Oriented Districts

III. RESIDENTIAL DEVELOPMENT GUIDELINES..... 39

- A. Overview
- B. Residential Site Planning
- C. Residential Building Design
- D. Residential Landscape Design

IV. INDUSTRIAL DEVELOPMENT GUIDELINES..... 59

- A. Overview
- B. Industrial Site Planning, Building Design, and Landscape Design

V. SIGN GUIDELINES: COMMERCIAL AND INDUSTRIAL 69

- A. Overview
- B. Sign Types
- C. Sign Design

VI. STREETScape IMPROVEMENT GUIDELINES..... 79

List of Figures

I-1	North Long Beach Redevelopment Area	2
I-2	Existing Land Uses in North Long Beach.....	3
I-3	Strategic Guide and Master Plan Recommendations	5
II-1	Commercial Building Setbacks	12
II-2	Commercial Access and Parking	13
II-3	Commercial Site Planning Examples	14
II-4	Architectural Styles in North Long Beach.....	16
II-5	Basic Elements of a Storefront Buildings.....	21
II-6	Building Renovation Examples.....	22
II-7	Village Center Facade Improvements	23
II-8	Other Low-Cost Facade Improvement Examples	24
II-9	Pedestrian-Oriented (Storefront) Commercial/Mixed-Use Examples	25
II-10	Auto-Oriented Commercial Examples.....	27
II-11	Parking Lot Landscaping Examples	28
II-12	Required Landscape Setbacks and Screening	31
II-13	Illustrative Use of Required Plant Materials	32
III-1	Some Local Examples	42
III-2	Residential Site Planning Examples	49
III-3	Residential Landscaping Examples	58
V-1	Recommended Sign Hierarchy	71
V-2	Good Examples of Sign Types	72
V-3	Pedestrian-Oriented Blade Signs.....	74
V-4	Effect of Letter Style and Capitalization on Sign Size.....	76
V-5	Sign Design Issues.....	77
V-6	Sign Lighting Techniques	78

List of Tables

II-1	Commercial Site Planning Guidelines	10
II-2	Commercial Building Design Guidelines	17
II-3	Commercial Landscape Design Guidelines.....	29
III-1	Residential Site Planning Guidelines.....	45
III-2	Residential Building Design Guidelines.....	51
III-3	Residential Landscape Design Guidelines	55
IV-1	Industrial Site Planning Guidelines.....	60
IV-2	Industrial Building Design Guidelines.....	64
IV-3	Industrial Landscape Design Guidelines	66
VI-1	Streetscape Improvement Guidelines	80
VI-2	Street Trees for Major Streets	81

I. INTRODUCTION

A. Purpose of the Design Guidelines

The North Long Beach Design Guidelines (Design Guidelines) are intended to serve as a guide for property owners and developers who are planning new development projects or renovation of existing structures in North Long Beach and for City of Long Beach Redevelopment Agency and Planning staff who review those projects.

The Design Guidelines have been prepared in coordination with and to complement the North Long Beach Strategic Guide for Redevelopment (Strategic Guide), North Long Beach Street Enhancement Master Plan (Master Plan), and Bixby Knolls Design Guidelines. The Design Guidelines implement design principles in the North Long Beach Strategic Guide.

The Design Guidelines supplement development standards in the City's zoning regulations (Title 21 of the City of Long Beach Municipal Code). The Design Guidelines may not be less restrictive than the zoning regulations, but they may encourage more specific design responses within the parameters of the zoning regulations. For example, the Design Guidelines may not permit taller building heights or smaller setbacks than are permitted by the zoning regulations. On the other hand, they may encourage that a building step back within the building envelope permitted by the zoning regulations.

The zoning regulations should be thoroughly reviewed prior to beginning the development process.

B. Portions of the North Long Beach Redevelopment Project Area to which the Design Guidelines Apply

The North Long Beach Redevelopment Project Area is one of seven Redevelopment Project Areas in the City of Long Beach. The Design Guidelines address all sub-areas of the North Long Beach Redevelopment Project Area shown on the map in Figure I-1 except Sub-Areas 5, 7, and 8. Bixby Knolls has a supplemen-

tal set of design guidelines, which should be reviewed along with these Design Guidelines.

C. Relationship to the Strategic Guide

The Design Guidelines are intended to implement the policies of the Strategic Guide that relate to private development projects. Key recommendations of the Strategic Guide are as follows:

- Focus residential communities around centers of common activity (nodes), upgrade housing stock and provide new housing opportunities.
- Revitalize and intensify the "North Village Center" on Atlantic Avenue at South Street, providing needed services and goods and serving as a "stage for community events and celebrations."
- Maintain and physically improve industrial areas to enhance their visual character and compatibility with adjacent residential neighborhoods.
- Provide street landscaping, greening and overall improvement of visual character.
- Upgrade and maintain public infrastructure, including streetscape and landscape improvements in all districts.

D. Relationship to the Master Plan

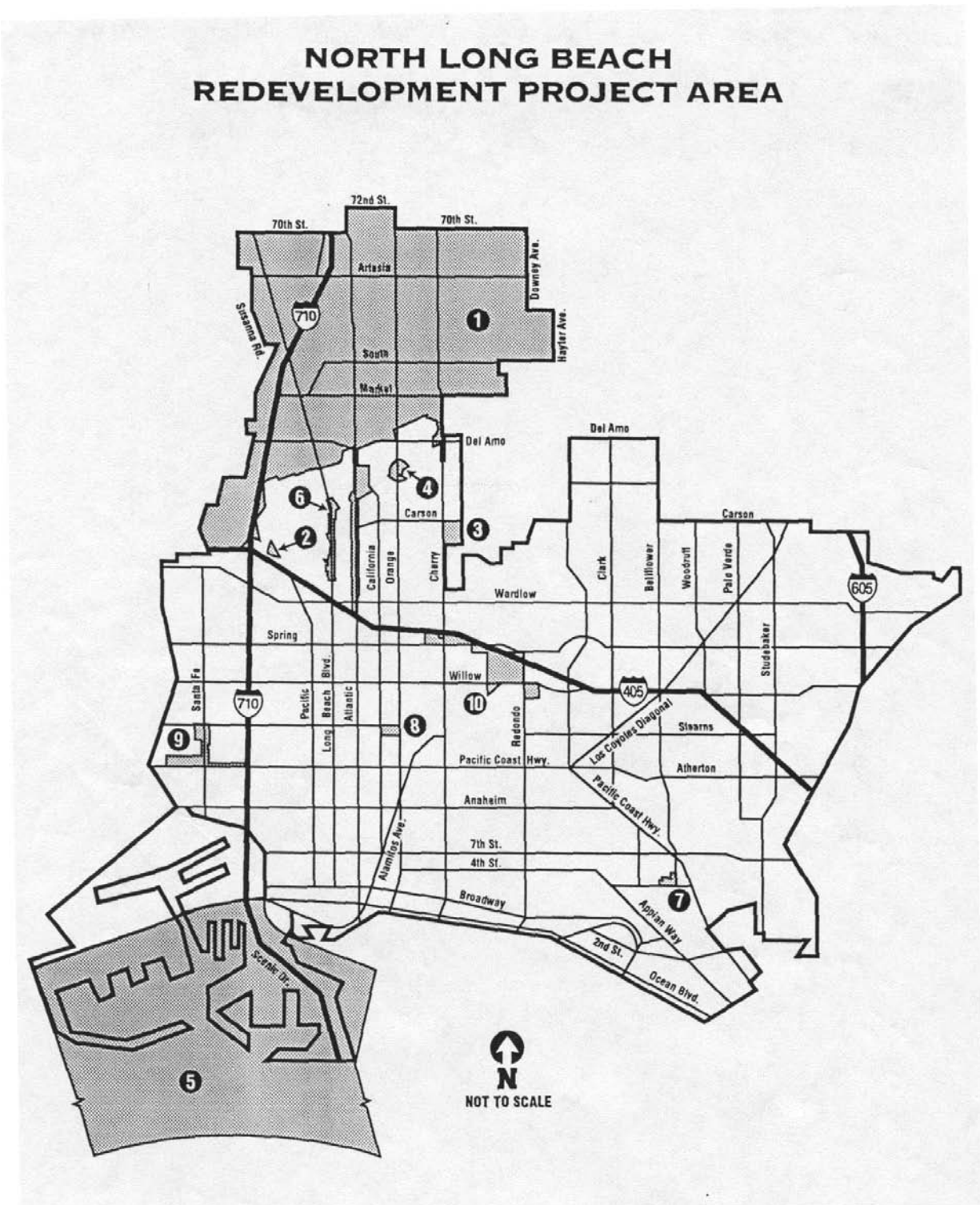
The Master Plan addresses streetscape improvements, such as street trees, medians, traffic calming and pedestrian amenities along the ten major streets in North Long Beach:

North-South Streets:

- Long Beach Boulevard
- Atlantic Avenue
- Orange Avenue
- Cherry Avenue
- Paramount Boulevard

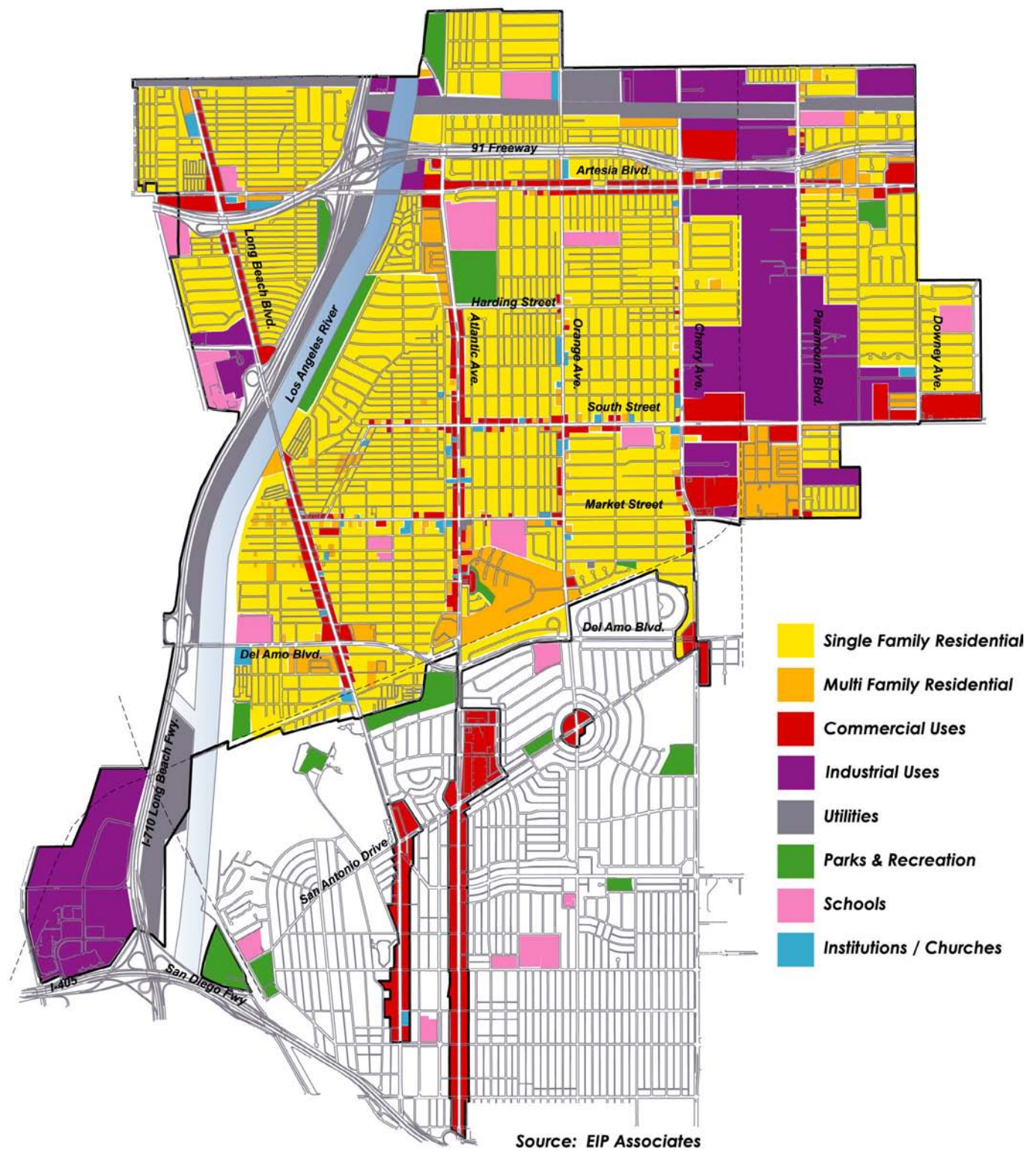


Figure I-1. North Long Beach Redevelopment Area



Note: The North Long Beach Design Guidelines apply to all sub-areas except 5, 7, and 8.

Figure I-2. Existing Land Uses in North Long Beach



Source:
North Long Beach Strategic Guide for Redevelopment

1" = 3,200'



- Downey Avenue

East-West Streets:

- Artesia Boulevard
- South Street
- Market Street
- Del Amo Boulevard

These streets carry the majority of traffic and are home to most North Long Beach businesses, as well as a large number of residents, schools and other community facilities. They are the public spaces in which the day-to-day social life in North Long Beach occurs and the primary traffic corridors along which the majority of traffic passes. In addition, the north-south streets serve as gateways to the City of Long Beach from the north. Streetscape improvements are intended to make these streets viable centers of community activity and attractive gateways to and routes through North Long Beach. Key streetscape



Community members provide input at Strategic Guide/ Street Enhancement Master Plan workshop.

improvements on the major streets proposed by the Master Plan include:

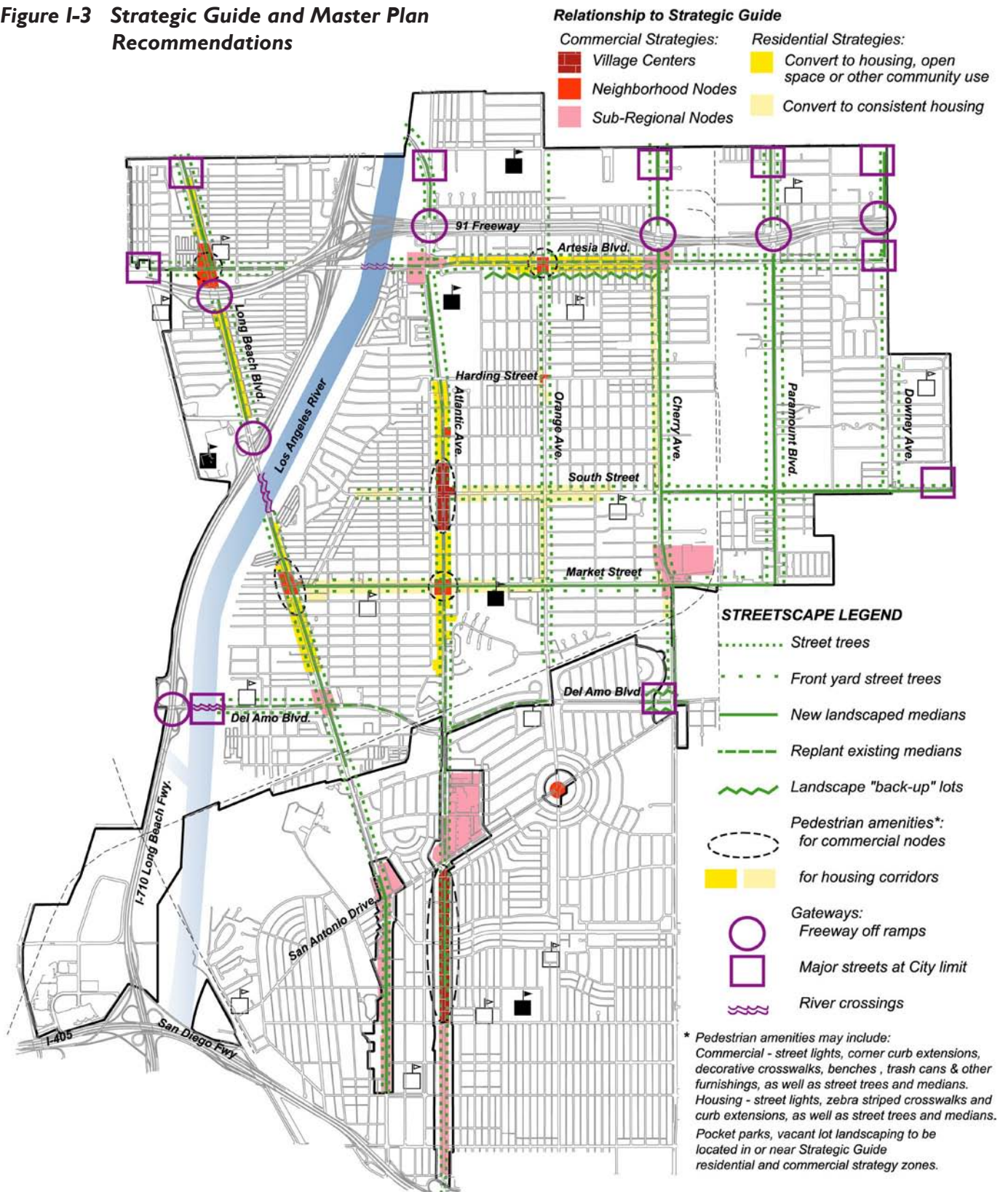
- Traffic calming and pedestrian amenities;
- Street trees planted along all major streets where sidewalks are wide enough to accommodate them;
- Landscaped medians where feasible;
- Streetscape enhancements at gateways to Long Beach;
- Other landscape improvements on major streets, including permanent pocket parks, temporary landscaping of vacant lots and back-up lot landscaping, and landscape guidelines for front yard setbacks and parking lots along the arterial streets.

E. Community Input Process

Community input to the Strategic Guide and Street Enhancement Master Plan was obtained through a series of 12 meetings with the Strategic Guide Steering Committee, made up of representatives from the community and other stakeholder groups in North Long Beach. The committee was composed of representatives from the following organizations:

- North Long Beach Project Area Committee
- North Long Beach Business Association
- North Long Beach Neighborhood Association
- North Long Beach Community Action Group
- Bixby Knolls Business Improvement Association
- Long Beach Housing Development Company
- Long Beach Planning Commission
- Long Beach Unified School District
- Apartment Association of Southern California Cities
- Long Beach Commercial Real Estate Council
- Gateway Cities Partnership
- Second Samoan Congregational Church
- 8th District City Council Office

Figure I-3 Strategic Guide and Master Plan Recommendations



Source:
North Long Beach Street Enhancement Master Plan

1" = 3,200'



- 9th District City Council Office
- Long Beach Redevelopment Agency Board
- Long Beach Police Department Staff
- City of Long Beach Planning Staff
- City of Long Beach Public Works Staff

In addition to input from the North Long Beach Steering Committee, input was obtained through two open-house public workshops held in the North Long Beach Community. The first workshop was held at Ramona Park in August 2000 and the second at Houghton Park in February 2001.

Input for all planning efforts was also obtained through meetings with key city working groups, including the City of Long Beach Executive Management Team, the City of Long Beach Economic Development and Infrastructure Committee, the Long Beach Redevelopment Agency Board, city staff, and public service providers.

F. Applicability of Guidelines to Historic Resource

For designated historic resources, the Secretary of the Interior's Standards for the Treatment of Historic Properties (<http://www2.cr.nps.gov>) takes precedence over the building design guidelines contained herein. Copies of the guidelines are available at the Department of Planning and Building.

A survey should be conducted of the commercial districts at the North Long Beach Village Center and the Historic Core on Long Beach Boulevard at Market Street to determine the historic status of individual buildings and of the districts. In other areas, proposed alterations to buildings more than 50 years old, which would change the character of the buildings, should be evaluated on a case-by-case basis.

The Review Process for Designated Historic Resources. A Certificate of Appropriateness is required for all exterior changes, even those that do not need building permits, such as repainting. Ord-

nary maintenance and repair are excluded. The City's Historic Preservation Officer reviews applications for changes. Minor changes that meet the Secretary of the Interior's Standards are approved immediately. Major projects and applications that are inconsistent with the Secretary of the Interior's Standards are scheduled for a Cultural Heritage Commission meeting. Applicants may appeal decisions to the Planning Commission.

Understanding and respect for the original materials and design, conservation of historic building elements, and a desire for architectural compatibility are the basis for the Secretary of the Interior's standards and guidelines. For example:

- Repair is preferable to replacement for deteriorated original materials and features. If replacement is necessary, the replacement shall replicate the original visual design and appearance.
- Alterations must avoid the removal of character-defining features and spaces.
- New additions or related new construction must be compatible with the massing, size, scale and architectural features of the original, but must be visibly differentiated from the old. Exact imitation of the original is not desirable.

Demolition of designated historic buildings is discouraged by delay in issuance of permits of six months to one year and by environmental review. Demolition permits can be obtained after completing City review requirements.

Benefits of Historic Designation. Historic landmark designation is an indication that the building is "special" because of its architecture and history. The designation indicates both quality and significance, factors that often translate into value in the marketplace.

Historic district regulations, protecting existing vintage housing and regulating the design of alterations and additions are strong tools for protecting neighborhoods. Incompatible new development can be prevented, and the quality of the neighborhood's assets is preserved.

Zoning and building regulations allow more flexibility with regard to historic properties. Non-conforming uses may be permitted in some historic districts to allow more productive use of historic buildings.

The State Historical Building Code allows alternatives to current building codes to preserve original building materials and design features. These alternatives can substantially reduce rehabilitation costs.

In some cases, Mills Act Historical Property Contracts between the City and the property owner are mutually beneficial and can lead to a reduction in property taxes.

Sometimes, a comprehensive historical rehabilitation can take advantage of federal investment tax credits. However, only buildings listed on or eligible for the National Register of Historic Places may qualify.

The Long Beach Cultural Heritage Commission consists of fifteen members, of whom many are professional experts in architecture, construction and design. They can provide property owners with technical assistance. Early consultation is advisable for conceptual review of proposed projects.

G. Organization of the Design Guidelines

The Design Guidelines include the following sections:

- I. Introduction (this section)
- II. Commercial Development Guidelines, which include guidelines for mixed use development in commercially zoned districts
- III. Residential Development Guidelines
- IV. Industrial Development Guidelines
- V. Sign Guidelines
- VI. Streetscape Improvement Guidelines



